



United States
Environmental Protection Agency

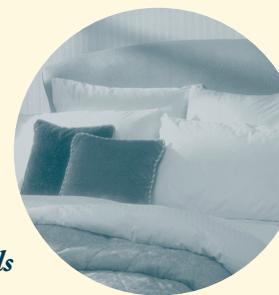
HOSPITALITY INDUSTRY

The Financial Power of ENERGY STAR®

*Every \$1 in
energy savings
is the equivalent
of increasing
operating margins
by roughly
\$2 to \$3!*

"The financial impact of energy costs on a company's income statement, and ultimately, shareholder value, is significant. In fact, we have made energy-efficient upgrades that substantially reduced our energy use and significantly increased our earnings per share."

— Steve Lawrence, Senior Vice President, Finance, **MeriStar Hotels**



Managing costs is fundamental to financial performance in the hospitality industry. With annual operating costs as high as \$3,000 per room (including common spaces), hotels can make significant gains in overall financial performance through investments in energy efficiency. Even low-cost operations and maintenance improvements can reduce energy bills 10 to 20%! These savings add up so that every \$1 saved in energy costs can have the same effect on your bottom line as increasing revenue by roughly \$2 to \$3.

Let superior energy performance increase your competitive advantage.

Join the owners and managers of more than 4,000 hotels that are participating with ENERGY STAR to make their companies more competitive, profitable, and valuable.

A 10% reduction in energy costs is equivalent to:

	Limited Service	Full Service
Increasing Occupancy Points by	0.64	1.04
Increasing ADR* by	\$0.62	\$1.35
Increasing ADR* by	1.0%	1.6%

*Average Daily Room Rate

Source: Hospitality Research Group of PKF Consulting

To learn more...

Jenny Murray
(202) 564-9045
murray.jenny
@epa.gov

Heidi Curry
(703) 934-3311
heidicurry
@icfconsulting.com

Jean Hand
(703) 218-2658
jeanhand
@icfconsulting.com

Sarah Lines
(703) 934-3206
sarahlines
@icfconsulting.com



Energy Performance Project Example

Total Annual Energy Expenditure	\$25,000,000
Strategic Energy Investment	\$5,000,000
Energy Savings	\$1,500,000
Net Present Value	\$3,800,000
Internal Rate of Return.....	27%
Simple Payback	3.3 years
Equivalent Increase in Operating Margin	\$3,750,000
Incremental Earnings Per Share	2.8 cents

based on a 10% discount rate and a 10 year term.

Investments in energy performance can significantly improve your company's bottom line. Contact ENERGY STAR to calculate the potential earnings within your portfolio.